



# Promoting Best Workplaces for Commuters<sup>SM</sup> Among FORTUNE 500 Companies

The steps below outline a strategy for contacting FORTUNE 500 companies in your area about the 2006 list of Best Workplaces for Commuters<sup>SM</sup> from the FORTUNE 500 Companies.

1. Review the background materials to obtain a solid understanding of the 2006 Best Workplaces for Commuters<sup>SM</sup> from the FORTUNE 500 Companies list release
2. Review the *complete list of the 2006 FORTUNE 500 companies*. Only these companies and their subsidiaries are eligible to get on the 2006 list of Best Workplaces for Commuters<sup>SM</sup> from the FORTUNE 500 Companies.
3. Create a list of FORTUNE 500 company work sites in your community. This will serve as the basis for your list of prospects.
4. Compare your prospect list with the following resources. Some of your prospective work sites may be corporate headquarters; others may be smaller work sites. Some of your prospects may have Best Workplaces for Commuters<sup>SM</sup>-qualified work sites in other parts of the country. Others may not:
  - *List of current FORTUNE 500 companies with qualified work sites.*
  - *Additional FORTUNE 500 work site information.*
5. Determine whom to contact at your local FORTUNE 500 work sites.
  - Contact the Employee Transportation Coordinator (ETC), the Director of Human Resources, and/or the Director of Public or Community Affairs.
  - Consider connections that you have with the list of companies. Do you have a board member or know a city council member who might be willing to provide an introduction to a high level official at the company?
  - Refer to the *sample marketing letter* and the *Are You One of the Top 20? flyer*.
6. Create a plan for contacting these employers:
  - **Set priorities for your list of contacts** based on what you know about the work sites. Target the work sites with the best commuter benefits package, the largest number of employees, and the strongest connection to your organization.





- **Send a customized letter** to your priority list using the enclosed template letter. If your prospect has a sister work site somewhere else that has qualified as a Best Workplaces for Commuters<sup>SM</sup>, be sure to mention this in your letter and follow-up conversation. This will demonstrate to your contact that gaining this recognition is easy and worthwhile. Also, consider enclosing the *Media Results Flyer* and sample articles that demonstrate the positive media coverage employers on the list received last year.
- **Send Susan Bullard at EPA a quick email** <bullard.susan@epa.gov> just to let him know which FORTUNE 500 work sites you are contacting. If possible, EPA can coordinate marketing efforts and leverage alternative points of contact that, especially with large corporate employers, can get the message to the appropriate decision maker.
- **Phone a week or so after letters are mailed to follow up.** Multiple calls may be needed. Offer to meet with your contacts and walk them through the National Standard of Excellence checklist. Emphasize the timing and indicate the deadline by which the employers need to sign up for recognition in the 2006 Best Workplaces for Commuters from the FORTUNE 500 list release. Prior to making calls or meeting with employers, review these materials (and visit <www.bwc.gov/f500> for more information):
  1. *FORTUNE 500 Campaign Messages*
  2. *National Standard of Excellence checklist (below)*

**The National Standard of Excellence** signifies that an organization offers an outstanding level of commuter benefits. All employers on the list offer:

1. At least one primary benefit such as a monthly transit or vanpool pass subsidy of at least \$30 or the full cost of the pass if it is less than \$30, cash in lieu of free parking, or a significant telework program.
2. At least three additional commuter benefits, such as lockers/showers for bikers or walkers, preferred parking for carpools/vanpools, incentives for non-SOV commuters, and rideshare matching.
3. An Emergency/Guaranteed Ride Home program.
4. A central point of contact who agrees to promote the commuter benefits to all eligible employees.

For additional details, please visit <www.bwc.gov> and click “Do We Qualify.”



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